

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): An interactive method for making on-line commercial transactions in a communication network among electronic computers[[,]] of the type comprising customer terminals (28) of customers or users of the network and at least one server configured to connect establishments selling for connecting dealers in products or services to said customer terminals stores to provide by connection means for on-line purchasing of said products or services, comprising characterised in that it comprises the following steps:

[[-]] storing information and data regarding said products and services;

[[-]] connection between said stores and at least one virtual representation of their environments and location creating at least one web page configured to display 360-degree panoramic and immersive internal environments of at least a first establishment of said establishments and information on said products and services offered by said first establishment, said at least one web page navigable by displaying movements in three-dimensional space starting from a two-dimensional movement of a pointer device, said at least one web page further including:

a first area configured to activate sounds,

a second area configured to start search procedures,

a third area configured to display town plans and maps,

a fourth area configured to activate at least one chat line or audio/videoconference with other visitors to said at least one web page of said first establishment, or with dealers, receptionists or employees of the first establishment,

a fifth area configured to display nicknames of people who send network messages, and

a sixth area configured to display and send current messages and entire dialogues between the customers;
transmitting said at least one web page to said customer terminals;
providing an employee web page to at least one employee of said first establishment,
said employee web page configured to activate a chat line or an audio/videoconference from
an employee computer terminal which is installed inside said first establishment, said
employee web page having control options including:

activating and deactivating said chat line,

closing said chat line, and

sending messages; and

[[-]] receiving reception of at least one request from ~~to said dealers on the part of~~ at least one customer, said at least one request comprising requests for information on said products or services and on the modalities of the transaction.

Claim 2 (Canceled).

Claim 3 (Currently Amended): An interactive method according to claim 1, further comprising:

~~characterised in that~~ displaying on the screens (15) of said customer terminals (28) ~~display~~ the internal environments of said establishments ~~stores~~ in one or more pre-set locations, ~~in such a way as~~ to enable said customers to access an ~~the~~ inside of at least one desired establishment as said first establishment store, ~~in order~~ to choose the products or services, examine them from various points of view, check their physical and technical characteristics, and ~~then have access to~~ procedures for managing an ~~the~~ order for said products or services.

Claim 4 (Currently Amended): An interactive method according to claim 3, further comprising:

~~characterised in that it further comprises the steps of initial choice (30) of choosing~~ a location for virtual navigation,

~~choosing a choice (18) of~~ at least one shop, store, commercial center ~~centre~~, or hotel, ~~or the like, in which to make purchases as the first establishment,~~

~~a visit (19) inside a chosen store, with the possibility of moving around from one part to another of said establishment and having an immersive and 360 degree panoramic view of the environments,~~

~~choosing a choice (20) of~~ at least one product or service for purchase at said first establishment, and

~~gathering together (22) of said~~ any products or services selected for purchase inside a virtual shopping cart and carrying them into a given area of said first establishment ~~store~~.

Claim 5 (Currently Amended): An interactive method according to claim 4, further comprising:

~~characterised in that it envisages a further step of activation (23-24) of activating~~ at least one chat line or audio/videoconference at the fourth area by the customer with other customers visiting the first establishment ~~premises~~ in order to exchange opinions and impressions on said products or services and on their technical and commercial characteristics, ~~and~~ and/or with at least one dealer, receptionist or employee of the first establishment ~~store~~ in order to obtain further technical information, carry out negotiations on the terms of the transaction and on the conditions of payment, or discuss the method of delivery of said products or services.

Claim 6 (Currently Amended): An interactive method according to claim 5, further comprising:

~~characterised in that it further envisages a step of payment~~ paying for said purchased products or services in a secure, unique and coded way.

Claim 7 (Currently Amended): An interactive system implementing a method according to claim 1, ~~characterised in that~~ wherein said ~~remote computer terminal (28) of a customer-buyer~~ customer terminals comprise:

~~comprises~~ at least one central processing unit (10),
at least one interface (11) ~~for connecting up~~ configured to connect to the communication network,
at least one pointer device or mouse (12),
a keyboard (13),
a display screen (15) configured to display ~~for displaying~~ web pages,
a RAM ~~memory~~ (16), and
a ~~drive (17) of the hard disk~~ drive ~~of said computer terminal (28).~~

Claim 8 (Canceled).

Claim 9 (Currently Amended): An interactive system according to claim 1 ~~claims 8 and 2~~, further comprising:

~~characterised in that~~ displaying said at least one web page ~~available~~ to the customer is ~~displayed~~ via an Internet performing as said communication network, wherein said at least one web page further includes and comprises a first seventh area (31) configured to display

~~designed to represent logos and advertising messages, a space (32) an eighth area configured to connect which enables a connection with other web pages, a second area (33) which represents at least one immersive and 360 degree panoramic interactive environment of said store chosen by the customer, other areas (34, 35) where a ninth area configured to display the address and logo of the chosen first establishment store are represented, and a portion (36) for choosing a tenth area configured to choose a different part or environment of the first establishment same store.~~

Claim 10 (Currently Amended): An interactive system according to claim 9, further comprising:

~~characterised in that there are provided a providing first buttons (37) for moving also configured to move the customer around inside said immersive internal environment and second buttons a set of push buttons (38) for choosing, enlarging, reducing, and changing the configured to choose, enlarge, reduce, and change views, and for the dragging of drag said products or services.~~

Claims 11-12 (Canceled).